DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEWFOUNDLAND							
CORNER BROOK			M 4				
CORNER BROOK WESTERN STAR	9/91			EVE (M-S)			
CITY ZONE		7,200			5,240	73	47
RETAIL TRADING ZONE		16,100			5,122	32	46
TOTAL ZONES		23,300			10,362	44	94
TOTAL PAID CIRCULATION					11,074		
CENSUS DIVISION CIRCULATION							
NEWFOUNDLAND							
CEN. DIV. 04		8,200			2,323	28	21
* CEN. DIV. 05		14,000			7,809	56	71
CEN. DIV. 08		15,700			391	2	4
CEN. DIV. 09		7,100			370	5	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					181		2
ST. JOHN'S			D14				
ST. JOHN'S EVENING TELEGRAM	9/91			EVE (M-F)			
CITY ZONE		30,500			20,445	67	53
RETAIL TRADING ZONE		78,200			17,634	23	45
TOTAL ZONES		108,700			38,079	35	98
CENSUS METROPOLITAN AREA		50,400			30,341	60	78
TOTAL PAID CIRCULATION					38,907		
CENSUS DIVISION CIRCULATION							
NEWFOUNDLAND							
* CEN. DIV. 01		73,900			35,592	48	91
CEN. DIV. 06		12,800			1,493	12	4
CEN. DIV. 07		13,300			883	7	2
CEN. DIV. 10		8,100			298	4	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					641		2
ST. JOHN'S EVENING TELEGRAM	9/91			WEEKEND			
CITY ZONE		30,500			24,500	80	42
RETAIL TRADING ZONE		78,200			30,914	40	53
TOTAL ZONES		108,700			55,414	51	96
CENSUS METROPOLITAN AREA		50,400			37,379	74	65
TOTAL PAID CIRCULATION					57,903		
CENSUS DIVISION CIRCULATION							
NEWFOUNDLAND							
* CEN. DIV. 01		73,900			47,619	64	82
CEN. DIV. 02		8,700			1,937	22	3
CEN. DIV. 05		14,000			276	2	
CEN. DIV. 06		12,800			2,878	22	5
CEN. DIV. 07		13,300			2,980	22	5
CEN. DIV. 08		15,700			497	3	1
CEN. DIV. 10		8,100			529	7	1
MISCELLANEOUS							

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEWFOUNDLAND (cont.)							
REMAINDER OF CIRCULATION					1,187		2
ST. JOHN'S EVENING TELEGRAM	9/91			SUNDAY			
CITY ZONE		30,500			18,020	59	49
RETAIL TRADING ZONE		78,200			17,505	22	48
TOTAL ZONES		108,700			35,525	33	98
CENSUS METROPOLITAN AREA		50,400			27,389	54	75
TOTAL PAID CIRCULATION					36,407		
CENSUS DIVISION CIRCULATION							
NEWFOUNDLAND							
* CEN. DIV. 01		73,900			32,278	44	89
CEN. DIV. 02		8,700			650	7	2
CEN. DIV. 06		12,800			1,474	12	4
CEN. DIV. 07		13,300			1,123	8	3
CEN. DIV. 10		8,100			288	4	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					594		2
PRINCE EDWARD ISLAND							
CHARLOTTETOWN			J18				
CHARLOTTETOWN GUARDIAN, EVENING PATRIOT	9/91			MORN/EVE (M-S)			
CITY ZONE		9,500			10,836	114	44
RETAIL TRADING ZONE		19,500			11,022	57	45
TOTAL ZONES		29,000			21,858	75	89
TOTAL PAID CIRCULATION					24,521		
COUNTY CIRCULATION							
PRINCE EDWARD ISLAND							
KINGS		6,400			3,519	55	14
PRINCE		14,600			2,303	16	9
* QUEENS		22,600			18,339	81	75
MISCELLANEOUS							
REMAINDER OF CIRCULATION					360		1
SUMMERSIDE			E12				
SUMMERSIDE JOURNAL-PIONEER	9/91			EVE (M-S)			
CITY ZONE		4,800			3,940	82	36
RETAIL TRADING ZONE		11,200			5,954	53	55
TOTAL ZONES		16,000			9,894	62	91
TOTAL PAID CIRCULATION					10,921		
COUNTY CIRCULATION							
PRINCE EDWARD ISLAND							
* PRINCE		14,600			9,729	67	89
QUEENS		22,600			787	3	7
MISCELLANEOUS							
REMAINDER OF CIRCULATION					405		4

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NOVA SCOTIA							
AMHERST			G11				
AMHERST DAILY NEWS	9/90			MORN (M-F)			
CITY ZONE		3,900			2,462	63	64
RETAIL TRADING ZONE		12,200			1,301	11	34
TOTAL ZONES		16,100			3,763	23	98
TOTAL PAID CIRCULATION					3,847		
COUNTY CIRCULATION							
NOVA SCOTIA							
* CUMBERLAND		12,700			3,738	29	97
MISCELLANEOUS							
REMAINDER OF CIRCULATION					109		3
AMHERST DAILY NEWS	9/90			SUNDAY			
CITY ZONE		3,900			2,962	76	45
RETAIL TRADING ZONE		12,200			2,815	23	43
TOTAL ZONES		16,100			5,777	36	88
TOTAL PAID CIRCULATION					6,571		
COUNTY CIRCULATION							
NOVA SCOTIA							
* CUMBERLAND		12,700			5,472	43	83
NEW BRUNSWICK							
WESTMORLAND		41,000			294	1	4
MISCELLANEOUS							
REMAINDER OF CIRCULATION					805		12
HALIFAX			M18				
HALIFAX CHRONICLE-HERALD, MAIL-STAR	9/91			MORN/EVE (M-S)			
NEWSPAPER DESIGNATED MARKET		117,800			71,537	61	51
TOTAL ZONES		117,800			71,537	61	51
CENSUS METROPOLITAN AREA		113,600			70,534	62	50
TOTAL PAID CIRCULATION					141,511		
COUNTY CIRCULATION							
PRINCE EDWARD ISLAND							
QUEENS		22,600			543	2	
NOVA SCOTIA							
ANNAPOLIS		8,400			3,250	39	2
ANTIGONISH		5,900			3,342	57	2
CAPE BRETON		40,000			4,741	12	3
COLCHESTER		17,300			6,927	40	5
CUMBERLAND		12,700			4,647	37	3
DIGBY		7,600			2,807	37	2
GUYSBOROUGH		4,000			1,647	41	1
* HALIFAX		117,800			71,537	61	51
HANTS		12,700			7,768	61	5
INVERNESS		7,400			3,469	47	2
KINGS		18,800			8,060	43	6
LUNENBERG		17,400			6,632	38	5
PICTOU		17,300			5,113	30	4

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NOVA SCOTIA (cont.)							
QUEENS		4,900			1,909	39	1
RICHMOND		3,800			1,391	37	1
SHELBURNE		6,400			1,950	30	1
VICTORIA		2,900			816	28	1
YARMOUTH		10,700			3,518	33	2
NEW BRUNSWICK							
WESTMORLAND		41,000			595	1	
MISCELLANEOUS							
REMAINDER OF CIRCULATION					849		1
HALIFAX DAILY NEWS	9/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		117,800			21,952	19	87
TOTAL ZONES		117,800			21,952	19	87
CENSUS METROPOLITAN AREA		113,600			20,968	18	83
TOTAL PAID CIRCULATION					25,313		
COUNTY CIRCULATION							
NOVA SCOTIA							
CAPE BRETON		40,000			469	1	2
COLCHESTER		17,300			409	2	2
* HALIFAX		117,800			21,952	19	87
HANTS		12,700			331	3	1
KINGS		18,800			535	3	2
LUNENBERG		17,400			329	2	1
PICTOU		17,300			331	2	1
MISCELLANEOUS							
REMAINDER OF CIRCULATION					957		4
HALIFAX DAILY NEWS	9/91			SUNDAY			
NEWSPAPER DESIGNATED MARKET		117,800			29,831	25	81
TOTAL ZONES		117,800			29,831	25	81
CENSUS METROPOLITAN AREA		113,600			28,000	25	76
TOTAL PAID CIRCULATION					37,022		
COUNTY CIRCULATION							
NOVA SCOTIA							
ANNAPOLIS		8,400			288	3	1
ANTIGONISH		5,900			397	7	1
CAPE BRETON		40,000			1,239	3	3
COLCHESTER		17,300			929	5	3
* HALIFAX		117,800			29,831	25	81
HANTS		12,700			561	4	2
KINGS		18,800			1,149	6	3
LUNENBERG		17,400			714	4	2
PICTOU		17,300			637	4	2
MISCELLANEOUS							
REMAINDER OF CIRCULATION					1,277		3
NEW GLASGOW			G14				
NEW GLASGOW EVENING NEWS	9/91			EVE (M-S)			
CITY ZONE		7,900			6,524	83	58
RETAIL TRADING ZONE		8,500			4,147	49	37
TOTAL ZONES		16,400			10,671	65	95

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NOVA SCOTIA (cont.)							
TOTAL PAID CIRCULATION					11,215		
COUNTY CIRCULATION							
NOVA SCOTIA							
* PICTOU		17,300			10,797	62	96
MISCELLANEOUS							
REMAINDER OF CIRCULATION					418		4
SYDNEY			E18				
SYDNEY CAPE BRETON POST	9/91			MORN (M-S)			
CITY ZONE		12,400			11,048	89	35
RETAIL TRADING ZONE		30,500			18,690	61	60
TOTAL ZONES		42,900			29,738	69	95
TOTAL PAID CIRCULATION					31,280		
COUNTY CIRCULATION							
NOVA SCOTIA							
* CAPE BRETON		40,000			28,846	72	92
INVERNESS		7,400			914	12	3
RICHMOND		3,800			377	10	1
VICTORIA		2,900			892	31	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					251		1
TRURO			H13				
TRURO DAILY NEWS	9/91			EVE (M-S)			
CITY ZONE		7,300			4,887	67	56
RETAIL TRADING ZONE		10,000			3,390	34	39
TOTAL ZONES		17,300			8,277	48	95
TOTAL PAID CIRCULATION					8,712		
COUNTY CIRCULATION							
NOVA SCOTIA							
* COLCHESTER		17,300			8,277	48	95
MISCELLANEOUS							
REMAINDER OF CIRCULATION					435		5
TRURO DAILY NEWS	9/91			SATURDAY			
CITY ZONE		7,300			5,890	81	57
RETAIL TRADING ZONE		10,000			3,866	39	38
TOTAL ZONES		17,300			9,756	56	95
TOTAL PAID CIRCULATION					10,278		
COUNTY CIRCULATION							
NOVA SCOTIA							
* COLCHESTER		17,300			9,756	56	95
MISCELLANEOUS							
REMAINDER OF CIRCULATION					522		5

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEW BRUNSWICK							
CARAQUET			B 9				
CARAQUET L'ACADIE NOUVELLE	9/91			MORN (M-F)			
NEWSPAPER DESIGNATED MARKET		28,000			10,009	36	64
TOTAL ZONES		28,000			10,009	36	64
TOTAL PAID CIRCULATION					15,631		
COUNTY CIRCULATION							
NEW BRUNSWICK							
* GLOUCESTER		28,000			10,009	36	64
KENT		10,600			1,064	10	7
MADAWASKA		12,500			687	5	4
NORTHUMBERLAND		18,000			815	5	5
RESTIGOUCHE		13,300			696	5	4
WESTMORLAND		41,000			1,794	4	11
MISCELLANEOUS							
REMAINDER OF CIRCULATION					566		4
FREDERICTON			G 6				
FREDERICTON DAILY GLEANER	9/91			EVE (M-S)			
CITY ZONE		18,700			16,946	91	56
RETAIL TRADING ZONE		24,500			11,762	48	39
TOTAL ZONES		43,200			28,708	66	95
TOTAL PAID CIRCULATION					30,199		
COUNTY CIRCULATION							
NEW BRUNSWICK							
CARLETON		8,800			1,003	11	3
NORTHUMBERLAND		18,000			1,139	6	4
QUEENS		4,800			1,894	39	6
SUNBURY		7,400			4,306	58	14
* YORK		29,100			21,338	73	71
MISCELLANEOUS							
REMAINDER OF CIRCULATION					519		2
MONCTON			G10				
MONCTON TIMES-TRANSCRIPT	9/91			EVE (M-F)			
CITY ZONE		29,600			23,554	80	55
RETAIL TRADING ZONE		76,100			17,436	23	40
TOTAL ZONES		105,700			40,990	39	95
TOTAL PAID CIRCULATION					43,177		
COUNTY CIRCULATION							
NEW BRUNSWICK							
ALBERT		8,100			5,584	69	13
GLOUCESTER		28,000			1,299	5	3
KENT		10,600			4,361	41	10
KINGS		20,500			446	2	1
NORTHUMBERLAND		18,000			3,082	17	7
RESTIGOUCHE		13,300			1,040	8	2
* WESTMORLAND		41,000			26,664	65	62

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEW BRUNSWICK (cont.)							
MISCELLANEOUS							
REMAINDER OF CIRCULATION					701		2
MONCTON TIMES-TRANSCRIPT	9/91			SATURDAY			
CITY ZONE		29,600			28,597	97	53
RETAIL TRADING ZONE		76,100			22,562	30	42
TOTAL ZONES		105,700			51,159	48	94
TOTAL PAID CIRCULATION					54,212		
COUNTY CIRCULATION							
NOVA SCOTIA							
CUMBERLAND		12,700			425	3	1
NEW BRUNSWICK							
ALBERT		8,100			6,850	85	13
GLOUCESTER		28,000			1,665	6	3
KENT		10,600			5,864	55	11
KINGS		20,500			732	4	1
NORTHUMBERLAND		18,000			3,684	20	7
RESTIGOUCHE		13,300			1,365	10	3
* WESTMORLAND		41,000			33,096	81	61
MISCELLANEOUS							
REMAINDER OF CIRCULATION					531		1
SAINT JOHN			M14				
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE	9/91			MORN/EVE (M-F)			
CITY ZONE		29,400			23,714	81	39
RETAIL TRADING ZONE		220,700			36,180	16	60
TOTAL ZONES		250,100			59,894	24	99
CENSUS METROPOLITAN AREA		44,400			35,942	81	60
TOTAL PAID CIRCULATION					60,313		
COUNTY CIRCULATION							
NEW BRUNSWICK							
ALBERT		8,100			356	4	1
CARLETON		8,800			2,090	24	3
CHARLOTTE		10,000			3,876	39	6
GLOUCESTER		28,000			1,683	6	3
KINGS		20,500			11,649	57	19
MADAWASKA		12,500			795	6	1
NORTHUMBERLAND		18,000			2,951	16	5
QUEENS		4,800			984	21	2
RESTIGOUCHE		13,300			1,439	11	2
* ST. JOHN		30,300			25,592	84	42
SUNBURY		7,400			338	5	1
VICTORIA		7,700			1,783	23	3
WESTMORLAND		41,000			1,846	5	3
YORK		29,100			4,361	15	7
MISCELLANEOUS							
REMAINDER OF CIRCULATION					570		1
SAINT JOHN TELEGRAPH-JOURNAL, EVENING TIMES-GLOBE	9/91			SATURDAY			

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
NEW BRUNSWICK (cont.)							
CITY ZONE		29,400			20,712	70	35
RETAIL TRADING ZONE		220,700			37,929	17	64
TOTAL ZONES		250,100			58,641	23	99
CENSUS METROPOLITAN AREA		44,400			30,949	70	52
TOTAL PAID CIRCULATION					59,128		
COUNTY CIRCULATION							
NEW BRUNSWICK							
ALBERT		8,100			396	5	1
CARLETON		8,800			2,226	25	4
CHARLOTTE		10,000			4,233	42	7
GLOUCESTER		28,000			1,849	7	3
KINGS		20,500			11,025	54	19
MADAWASKA		12,500			843	7	1
NORTHUMBERLAND		18,000			3,167	18	5
QUEENS		4,800			1,154	24	2
RESTIGOUCHE		13,300			1,561	12	3
* ST. JOHN		30,300			22,360	74	38
SUNBURY		7,400			448	6	1
VICTORIA		7,700			1,893	25	3
WESTMORLAND		41,000			2,002	5	3
YORK		29,100			5,276	18	9
MISCELLANEOUS							
REMAINDER OF CIRCULATION					695		1
QUEBEC							
CHICOUTIMI			J 8				
CHICOUTIMI PROGRES-DIMANCHE (F)	3/91			SUNDAY			
CITY ZONE		22,400			13,790	62	27
RETAIL TRADING ZONE		44,300			22,968	52	45
TOTAL ZONES		66,700			36,758	55	72
CENSUS METROPOLITAN AREA		55,600			26,082	47	51
TOTAL PAID CIRCULATION					51,092		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			639	2	1
* CHICOUTIMI		60,600			34,084	56	67
LAC-ST-JEAN-EST		16,000			6,651	42	13
LAC-ST-JEAN-OUEST		20,400			7,666	38	15
QUEBEC		188,900			632		1
SAGUENAY		32,500			1,317	4	3
MISCELLANEOUS							
REMAINDER OF CIRCULATION					103		
CHICOUTIMI LE QUOTIDIEN (F)	3/91			MORN (M-S)			
CITY ZONE		22,400			9,720	43	31
RETAIL TRADING ZONE		44,300			14,886	34	48
TOTAL ZONES		66,700			24,606	37	79
CENSUS METROPOLITAN AREA		55,600			17,525	32	56

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
TOTAL PAID CIRCULATION					31,230		
COUNTY CIRCULATION							
QUEBEC							
* CHICOUTIMI		60,600			22,533	37	72
LAC-ST-JEAN-EST		16,000			4,605	29	15
LAC-ST-JEAN-OUEST		20,400			3,898	19	12
MISCELLANEOUS							
REMAINDER OF CIRCULATION					194		1
GRANBY			R12				
GRANBY LA VOIX DE L'EST (F)	3/91			MORN (M-F)			
CITY ZONE		23,300			9,379	40	60
RETAIL TRADING ZONE		36,300			5,965	16	38
TOTAL ZONES		59,600			15,344	26	98
TOTAL PAID CIRCULATION					15,680		
COUNTY CIRCULATION							
QUEBEC							
BAGOT		10,600			318	3	2
BROME		6,900			706	10	5
MISSISQUOI		13,600			2,057	15	13
ROUVILLE		17,200			1,265	7	8
* SHEFFORD		30,800			11,123	36	71
MISCELLANEOUS							
REMAINDER OF CIRCULATION					211		1
MONTREAL			D13				
MONTREAL GAZETTE	3/91			MORN (M-F)			
CITY ZONE		1,011,200			141,244	14	82
RETAIL TRADING ZONE		477,300			16,973	4	10
TOTAL ZONES		1,488,500			158,217	11	92
CENSUS METROPOLITAN AREA		1,227,400			155,371	13	91
TOTAL PAID CIRCULATION					171,496		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			307	1	
ARGENTEUIL		13,500			862	6	1
BROME		6,900			491	7	
CHAMBLY		129,500			8,201	6	5
CHATEAUGUAY		23,500			2,464	10	1
CHICOUTIMI		60,600			251		
DEUX-MONTAGNES		33,600			1,680	5	1
GATINEAU		21,700			381	2	
HULL		58,300			288		
HUNTINGDON		6,900			601	9	
* ILE-DE-MONTREAL		741,000			125,597	17	73
ILE-JESUS		121,200			5,642	5	3
LAPRAIRIE		44,500			4,032	9	2
L'ASSOMPTION		50,500			294	1	
MISSISQUOI		13,600			488	4	
MONTCALM		13,400			333	2	

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DAILY NEWSPAPER CIRCULATION BY MARKETS & CENSUS DIVISIONS

PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
QUEBEC		188,900			2,173	1	1
ROUVILLE		17,200			570	3	
SAGUENAY		32,500			279	1	
ST-JEAN		24,700			430	2	
ST-MAURICE		45,100			289	1	
SHEFFORD		30,800			313	1	
SHERBROOKE		50,400			780	2	
STANSTEAD		15,800			385	2	
TERREBONNE		93,600			2,771	3	2
VAUDREUIL		23,500			3,210	14	2
VERCHERES		24,900			438	2	
ONTARIO							
OTTAWA-CARLETON		250,000			2,666	1	2
STOR. , DUN. & GLEN.		39,500			1,074	3	1
TORONTO		811,900			419		
MISCELLANEOUS							
REMAINDER OF CIRCULATION					3,533		2
MONTREAL GAZETTE	3/91			SATURDAY			
CITY ZONE		1,011,200			196,787	19	79
RETAIL TRADING ZONE		477,300			31,697	7	13
TOTAL ZONES		1,488,500			228,484	15	91
CENSUS METROPOLITAN AREA		1,227,400			233,095	19	93
TOTAL PAID CIRCULATION					250,053		
COUNTY CIRCULATION							
NOVA SCOTIA							
HALIFAX		117,800			385		
QUEBEC							
ABITIBI		35,700			492	1	
ARGENTEUIL		13,500			2,316	17	1
BEAUHARNOIS		21,900			310	1	
BROME		6,900			1,607	23	1
CHAMBLY		129,500			12,553	10	5
CHAMPLAIN		47,500			255	1	
CHATEAUGUAY		23,500			4,327	18	2
CHICOUTIMI		60,600			378	1	
DEUX-MONTAGNES		33,600			2,736	8	1
GATINEAU		21,700			587	3	
HULL		58,300			316	1	
HUNTINGDON		6,900			1,330	19	1
* ILE-DE-MONTREAL		741,000			171,869	23	69
ILE-JESUS		121,200			9,740	8	4
LAPRAIRIE		44,500			6,855	15	3
L'ASSOMPTION		50,500			737	1	
MISSISQUOI		13,600			1,077	8	
MONTCALM		13,400			807	6	
PORTNEUF		23,600			263	1	
QUEBEC		188,900			3,623	2	1
RICHMOND		14,000			357	3	
ROUVILLE		17,200			836	5	
SAGUENAY		32,500			374	1	
ST-JEAN		24,700			817	3	
ST-MAURICE		45,100			499	1	
SHEFFORD		30,800			626	2	

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PROVINCE CITY PUBLICATION	AUDIT PERIOD	HOUSEHOLDS	MAP REF.	FREQUENCY	CIRCULATION	RATIO CIRC/ HSLDS.	% OF TOTAL
QUEBEC (cont.)							
SHERBROOKE		50,400			1,544	3	1
STANSTEAD		15,800			1,096	7	
TERREBONNE		93,600			5,612	6	2
VAUDREUIL		23,500			4,986	21	2
VERCHERES		24,900			710	3	
ONTARIO							
OTTAWA-CARLETON		250,000			2,836	1	1
PRESCOTT & RUSSELL		22,100			315	1	
STOR. , DUN. & GLEN.		39,500			1,604	4	1
TORONTO		811,900			497		
MISCELLANEOUS							
REMAINDER OF CIRCULATION					4,274		2
MONTREAL GAZETTE	3/91			SUNDAY			
CITY ZONE		1,011,200			129,113	13	82
RETAIL TRADING ZONE		477,300			17,927	4	11
TOTAL ZONES		1,488,500			147,040	10	93
CENSUS METROPOLITAN AREA		1,227,400			143,415	12	91
TOTAL PAID CIRCULATION					158,394		
COUNTY CIRCULATION							
QUEBEC							
ABITIBI		35,700			252	1	
ARGENTEUIL		13,500			991	7	1
BROME		6,900			566	8	
CHAMBLY		129,500			8,449	7	5
CHATEAUGUAY		23,500			2,711	12	2
DEUX-MONTAGNES		33,600			1,805	5	1
GATINEAU		21,700			330	2	
HUNTINGDON		6,900			567	8	
* ILE-DE-MONTREAL		741,000			113,352	15	72
ILE-JESUS		121,200			5,824	5	4
LAPRAIRIE		44,500			4,314	10	3
L'ASSOMPTION		50,500			345	1	
MISSISQUOI		13,600			426	3	
QUEBEC		188,900			1,691	1	1
ROUVILLE		17,200			559	3	
ST-JEAN		24,700			359	1	
ST-MAURICE		45,100			292	1	
SHEFFORD		30,800			309	1	
SHERBROOKE		50,400			866	2	1
STANSTEAD		15,800			438	3	
TERREBONNE		93,600			2,685	3	2
VAUDREUIL		23,500			3,427	15	2
VERCHERES		24,900			439	2	
ONTARIO							
OTTAWA-CARLETON		250,000			2,107	1	1
STOR. , DUN. & GLEN.		39,500			1,115	3	1
TORONTO		811,900			330		
MISCELLANEOUS							
REMAINDER OF CIRCULATION					3,845		2
MONTREAL LE DEVOIR (F)	3/91			MORN (M-F)			

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